

Message Text

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70

ACTION EB-11

INFO OCT-01 NEA-10 ISO-00 CIAE-00 INR-10 LAB-06 NSAE-00

PA-04 RSC-01 SIL-01 USIA-15 PRS-01 TAR-02 OPIC-12

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R 131056Z NOV 73

FM AMEMBASSY ISLAMABAD

TO SECSTATE WASHDC 2047

INFO AMCONSUL KARACHI

AMCONSUL LAHORE

AMCONSUL PESHAWAR

USDOC WASHDC

UNCLAS ISLAMABAD 9847

E.O. 11652 N/A

TAGS: BEXP, PK

SUB: PROPOSED FY 75 TRADE PROMOTION PROGRAM

REF: (A) STATE A-8819

(B) ISLAMABAD A-115

EMBASSY, AFTER CONSULTATION WITH LAHORE AND KARACHI,

CONCURS GENERALLY WITH PROPOSED PROGRAM PRESENTED

REFAIR. WE OFFER FOLLOWING SUGGESTIONS:

1. WE RECOMMEND STRONGLY THAT CONSIDERATION
BE GIVEN TO SUBSTITUTING MARKET RESEARCH STUDY AND
CATALOG SHOW ON SHOE, LEATHER, TANNING, AND ARTIFICAL
LEATHER MANUFACTURING INDUSTRY FOR PROPOSED STUDY AND
SHOW ON SPECIAL MACHINE TOOLS, NUMERICAL CONTROL TOOLS
AND MACHINERY. IN ABSENCE OF MARKET STUDY ON MACHINE
TOOL AND NUMERICAL CONTROL EQUIPMENT, EMBASSY CAN-
NOT STATE CATEGORICALLY THAT A MARKET DOES NOT EXIST.
HOWEVER, WE BELIEVE IT LIKELY THAT MARKET IS NOT GREAT
AND CONSIDER THAT IT DOES NOT THEREFORE WARRANT HIGH
PRIORITY IN USG PLANNING. IN CONTRAST, WE ARE CONFIDENT
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THAT MARKET EXISTS FOR SHOE, LEATHER TANNING AND ARTI-

FICIAL LEATHER MACHINERY AND THAT DESIRABILITY OF CATALOG
SHOW WOULD BE FIRMLY SUPPORTED BY GOOD MARKET SURVEY.

2. WE SUGGEST THAT RICE MILLING EQUIPMENT,
RECOMMENDED AS A SEPARATE SUBJECT FOR MARKET RESEARCH IN
REFERENCE B, BE INCORPORATED INTO STUDY ON FOOD PROCESS-
ING AND PACKAGING EQUIPMENT, IF WARRANTED, THAT IT BE
INCLUDED IN CATALOG SHOW ON SAME SUBJECT.

3. WE URGE THAT DETAILED DRAFTING INSTRUCTIONS AND
AUTHORIZATION OF FUNDS FOR FY 74 RESEARCH STUDIES
BE FORWARDED AS SOON AS POSSIBLE. OUR EXPERIENCE WITH
PREVIOUS STUDIES INDICATES THAT AT LEAST TWO MONTHS ARE
REQUIRED FOR COMPLETION. ALL FY 73 MARKET STUDIES
NECESSITATED CONSIDERABLE SUPERVISORY AND EDITING TIME
BY MISSION PERSONNEL. IN ORDER TO SAVE A FEW DAYS THE
EMBASSY REQUESTS THAT INSTRUCTIONS BE TRANSMITTED TO
KARACHI AND LAHORE, AS WELL AS ISLAMABAD.

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